

AMENDMENTS TO THE CLAIMS:

This listing of claims will replace all prior versions, and listing, of claims in the application:

Listing of Claims:

1. (Currently Amended) A method in a computer system for
2 delivering advertising to a user, the method comprising:
 - 4 identifying the user through the computer system;
 - 6 selecting at least one character for the user through the
computer system;
 - 8 selecting a message to be delivered by said at least one
character to the user through the computer system;
 - 10 selecting an advertisement from a plurality of
advertisements through the computer system, wherein said
selecting an advertisement step further comprises the step of:
 - 12 basing said selecting of said advertisement on at least one
of:
 - 14 a characteristic of the user, said characteristic of
the user comprising demographic information and an
indication of said plurality of advertisements that have
been delivered to the user;
 - 18 a characteristic of at least one advertiser;
 - 20 at least one advertising requirement; and
 - 22 at least one characteristic of said at least one
character;
 - 24 integrating said selected advertisement with said selected
message to be delivered by said at least one character through
the computer system; and
 - 26 presenting said at least one character to the user
through the computer system wherein said at least one

26 character conveys said selected message integrated with
said selected advertisement.

2 2. **(Original)** The method of claim 1 wherein said
integrating step comprises the step of adding words of said
selected advertisement to words of said selected message.

2 3. **(Original)** The method of claim 1 wherein said
integrating step comprises the step of providing a background
image for presenting said at least one character.

4. **(Cancelled)**

5. **(Cancelled)**

2 6. **(Original)** The method of claim 1 wherein said selecting
an advertisement step comprises the step of basing said
selecting of said advertisement on at least one previous
4 conversation between said at least one character and the user.

2 7. **(Original)** The method of claim 1 wherein said selecting
an advertisement step comprises selecting said advertisement
randomly.

2 8. **(Original)** The method of claim 1 wherein said selected
message is delivered in a language that is selected based on at
least one characteristic of the user.

2 9. **(Original)** The method of claim 1 wherein at least two
advertisements are selected and integrated into said selected
message.

10. **(Currently Amended)** The method of claim 1 wherein said
2 delivery of said selected message ~~as is~~ a displayed text or an
audio output ~~is~~—based on at least one characteristic of the
4 user.

11. **(Original)** The method of claim 1 wherein said at least
2 one character is presented only as audio output.

12. **(Original)** The method of claim 1 wherein said at least
2 one character is presented via a wireless device.

13. **(Original)** The method of claim 1 wherein said at least
2 one character is presented via a telephone.

14. **(Original)** The method of claim 1 wherein said at least
2 one character is a rendered character that is one of a cartoon
character, a person, an animal, and a non-living object.

15. **(Original)** The method of claim 1 wherein the computer
2 system is a gaming device.

16. **(Currently Amended)** The method of claim 1 wherein said
2 presenting step comprises the step of sending said at least one
character to convey said selected message integrated with said
4 selected advertisement from a server computer of the computer
system to a user computer via a communication link.

17. **(Original)** The method of claim 1 wherein said
2 presenting step comprises the step of displaying an image of
said at least one character.

18. **(Original)** The method of claim 1 wherein said selected
2 message is delivered as displayed text.

19. (Original) The method of claim 18 wherein said
2 displayed text is shown in a bubble near the displayed image of
said at least one character.

20. (Original) The method of claim 1 wherein said selected
2 message is delivered as audio output.

21. (Original) The method of claim 1 wherein said at least
2 one character presented delivers said selected message during a
conversation.

22. (Original) The method of claim 21 wherein said
2 conversation is with at least two of said at least one
character.

23. (Original) The method of claim 21 wherein said
2 conversation is with the user.

24. (Original) The method of claim 21 wherein the user
2 participates interactively in said conversation with said at
least one character.

25. (Cancelled)

26. (Currently Amended) The method of claim 251 wherein
2 said at least one advertising requirement is to present said
selected advertisement during a certain percentage of user
4 sessions.

27. (Currently Amended) The method of claim 251 wherein
2 said advertising requirement is to present said selected
advertisement at a certain frequency.

28. (Currently Amended) A method in a computer system for
2 delivering advertising to a user, the method comprising:

4 selecting a message to be delivered by at least one
character to the user through the computer system;

6 selecting an advertisement from a plurality of
advertisements through the computer system, wherein said
selecting an advertisement step further comprises the step of:

8 basing said selecting of said advertisement on at least one
of:

10 a characteristic of the user, said characteristic of
the user comprising demographic information and an
12 indication of said plurality of advertisements that have
been delivered to the user;

14 a characteristic of at least one advertiser;
at least one advertising requirement; and
16 at least one characteristic of said at least one
character;

18 integrating said selected advertisement with said selected
message through the computer system; and

20 presenting said at least one character to the user
through the computer system wherein said at least one
22 character conveys said selected message integrated with
said selected advertisement.

29. (Original) The method of claim 28 wherein said message
2 is selected during a conversation in which said at least one
character is engaged.

30. (Original) The method of claim 28 wherein said
2 advertisement is selected when said at least one character is
presented to the user.

31. (Original) The method of claim 28 wherein said
2 advertisement is dynamically selected.

32. (Original) The method of claim 28 wherein said
2 integrating step comprises the step of adding words of said
selected advertisement to words of said selected message.

33. (Original) The method of claim 28 wherein said
2 integrating step comprises the step of providing a background
image for presenting said at least one character.

34. (Cancelled)

35. (Cancelled)

36. (Original) The method of claim 28 wherein said
2 selecting an advertisement step comprises the step of basing
said selecting of said advertisement on at least one previous
4 conversation between said at least one character and the user.

37. (Original) The method of claim 28 wherein said
2 selecting an advertisement step comprises selecting said
advertisement randomly.

38. (Original) The method of claim 28 wherein said
2 selected message is delivered in a language that is selected
based on at least one characteristic of the user.

39. (Original) The method of claim 28 wherein at least two
2 advertisements are selected and integrated into said selected
message.

40. (Currently Amended) The method of claim 28 wherein
2 said delivery of said selected message as is a displayed text or
an audio output ~~is~~ based on at least one characteristic of the
4 user.

41. (Original) The method of claim 28 wherein said at
2 least one character is presented only as audio output.

42. (Original) The method of claim 28 wherein said at
2 least one character is presented via a wireless device.

43. (Original) The method of claim 28 wherein said at
2 least one character is presented via a telephone.

44. (Original) The method of claim 28 wherein said at
2 least one character is a rendered character that is one of a
cartoon character, a person, an animal, and a non-living object.

45. (Original) The method of claim 28 wherein the computer
2 system is a gaming device.

46. (Currently Amended) The method of claim 28 wherein
2 said presenting step comprises the step of sending said at least
one character to convey said selected message integrated with
4 said selected advertisement from a server computer of the
computer system to a user computer via a communication link.

47. (Original) The method of claim 28 wherein said
2 presenting step comprises the step of displaying an image of
said at least one character.

48. (Original) The method of claim 28 wherein said
2 selected message is delivered as displayed text.

49. (Original) The method of claim 48 wherein said
2 displayed text is shown in a bubble near the displayed image of
said at least one character.

50. (Original) The method of claim 28 wherein said
2 selected message is delivered as audio output.

51. (Original) The method of claim 28 wherein said at
2 least one character presented delivers said selected message
during a conversation.

52. (Original) The method of claim 51 wherein said
2 conversation is with at least two of said at least one
character.

53. (Original) The method of claim 51 wherein said
2 conversation is with the user.

54. (Original) The method of claim 51 wherein the user
2 participates interactively in said conversation with said at
least one character.

55. (Cancelled)

56. (Currently Amended) The method of claim 5528 wherein
2 said at least one advertising requirement is to present said
selected advertisement during a certain percentage of user
4 sessions.

57. (Currently Amended) The method of claim 5528 wherein
2 said advertising requirement is to present said selected
advertisement at a certain frequency.

58. (Currently Amended) A method in a computer system for
2 advertising during presentation of at least one character
engaged in a conversation, the conversation including a series
4 of messages, the method comprising:

6 during the conversation when the series of messages is to
be delivered by the at least one character, selecting an
8 advertisement from a plurality of advertisements through the
computer system, wherein said selecting an advertisement step
further comprises the step of:

10 basing said selecting of said advertisement on at least one
of:

12 a characteristic of the user, said characteristic of
the user comprising demographic information and an
14 indication of said plurality of advertisements that have
been delivered to the user;

16 a characteristic of at least one advertiser;
at least one advertising requirement; and
18 at least one characteristic of said at least one
character;

20 integrating said selected advertisement into said series of
messages through the computer system; and

22 controlling the delivery of said series of messages
integrated with said selected advertisement by the at least
24 one character through the computer system.

59. (Original) The method of claim 58 wherein said
2 advertisement is dynamically selected.

60. (Original) The method of claim 58 wherein said
2 integrating step comprises the step of adding words of said
selected advertisement to words of the series of messages.

61. (Original) The method of claim 58 wherein said
2 integrating step comprises the step of providing a background
image for presenting the at least one character.

62. (Cancelled)

63. (Cancelled)

64. (Original) The method of claim 58 wherein said
2 selecting an advertisement step comprises the step of basing
said selecting of said advertisement on at least one previous
4 conversation between the at least one character and the user.

65. (Original) The method of claim 58 wherein the series
2 of messages is delivered in a language that is selected based on
at least one characteristic of the user.

66. (Currently Amended) The method of claim 58 wherein
2 said controlling the delivery of the series of messages ~~as is a~~
displayed text or an audio output ~~is~~—based on at least one
4 characteristic of the user.

67. (Original) The method of claim 58 wherein the at least
2 one character is presented only as audio output.

68. (Original) The method of claim 58 wherein the at least
2 one character is presented via a wireless device.

69. (Original) The method of claim 58 wherein the at least
2 one character is presented via a telephone.

70. (Original) The method of claim 58 wherein the at least one character is a rendered character that is one of a cartoon character, a person, an animal, and a non-living object.

71. (Original) The method of claim 58 wherein the computer system is a gaming device.

72. (Currently Amended) The method of claim 58 wherein said controlling step comprises the step of sending the at least one character to convey the series of messages integrated with said selected advertisement from a server computer of the computer system to a user computer via a communication link.

73. (Original) The method of claim 58 wherein said presenting step comprises the step of displaying an image of the at least one character.

74. (Original) The method of claim 58 wherein the conversation is with at least two of the at least one character.

75. (Original) The method of claim 58 wherein the conversation is with the user.

76. (Original) The method of claim 58 wherein the user participates interactively in the conversation with the at least one character.

77. (Original) The method of claim 58 wherein the series of messages is delivered as audio output.

78. (Original) The method of claim 58 wherein the series of messages is delivered as displayed text.

79. (Original) The method of claim 78 wherein said
2 displayed text is shown in a bubble near the displayed image of
the at least one character.

80. (Cancelled)

81. (Currently Amended) The method of claim 8058 wherein
2 said at least one advertising requirement is to present said
selected advertisement during a certain percentage of user
4 sessions.

82. (Currently Amended) The method of claim 8058 wherein
2 said advertising requirement is to present said selected
advertisement at a certain frequency.

83. (Currently Amended) A system for delivering
2 advertising to a user, the system comprising:

4 at least one server computer having an interface for
communicating over a computer network to the user, said at least
one server computer further comprising;

6 an advertisement system contained within a computer
usable medium having computer readable program code
8 embodied therein, said advertisement system further
comprising;

10 an advertisement component for controlling the
selection of an advertisement from a plurality of
12 advertisements to be integrated in a message, wherein
said selection of said advertisement is based upon
14 information stored in at least a one of:

16 a user profile database, wherein said
user profile database stores demographic
information on a plurality of users and stores
18 an indication of said plurality of

advertisements that have been delivered to
said plurality of users;

an advertiser profile database, wherein
said advertiser profile database stores
characteristics of at least one advertiser;

an advertisement database, wherein said advertisement database stores said plurality of advertisements and stores characteristics of said plurality of advertisements; and

a character profile database, wherein
said character profile database stores
characteristics of said at least one
character; and

a conversation system for controlling the presentation of at least one character along with the delivery of said message integrated with said advertisement to the user.

84. (Cancelled)

85. (Currently Amended) The system according to claim 83

2 wherein said advertisement system further comprises:

4 an advertiser profile database for storing characteristics
5 of at least one advertiser, wherein said characteristics of at
6 least one advertiser stored in said advertiser profile database
7 are at least a one of a fee structure, at least one character
8 type an advertisement may be associated with, and criteria for
9 displaying said advertisement.

86. (Cancelled)

87. (Cancelled)

88. (Original) The system according to claim 83 wherein
2 said advertisement system further comprises:

4 a conversation history database for identifying at least
one type of message and at least one type of advertisement to be
delivered to the user.

89. (Original) The system according to claim 83 wherein
2 said advertisement system further comprises:

4 a web engine for receiving requests for Web pages from a
plurality of users over said computer network, for forwarding
6 said requests to said conversation system, for receiving
generated Web pages from said conversation system, and for
8 sending said generated Web pages through said interface over
said computer network to said plurality of users.

90. (Original) The system according to claim 83 wherein
2 said computer network is the Internet.

91. (Withdrawn) A system for delivering advertising, the
2 system comprising:

4 at least one user computer running a browser application
6 having access to at least one server computer via a
communications link, said at least one user computer further
comprising;

8 a display device for presenting a character, wherein
10 said character communicates a message having an
advertisement integrated with said message received from
said at least one server computer; and

12 an input device for sending a response to said at
least one server computer regarding said message having
said integrated advertisement.

92. (Withdrawn) The system according to claim 91 wherein
2 said at least one user computer further comprises:

4 a speaker for displaying as audio output said message
having an advertisement integrated with said message
communicated by said character.

93. (Withdrawn) The system according to claim 91 wherein
2 said character is displayed on said display device as a rendered
character that is one of a cartoon character, a person, an
4 animal, and a non-living object.

94. (Withdrawn) The system according to claim 91 wherein
2 said at least one user computer is a gaming device.

95. (Withdrawn) The system according to claim 91 wherein
2 said message having an advertisement integrated with said
message is displayed as text on said display device.